



Spring Term

Basic Information:

Course Title:	Strategic Brand Management	Course Code	MKT 680
Program:	MBIT	Credit Hours:	Three (03)
Sessions:	30 Sessions + Mid Term + Final Term	Pre-Requisite:	MKT-280

Course Description:

Brands are among the most valuable assets of a company. A strong brand can have a significant impact on consumer purchasing decision by communicating the value of and providing differentiation for products and services. Thus, effective brand management is critical to maintaining the long-term profitability of products and services. While branding is both an art and a science, there are certain patterns and predictability of branding activities that greatly increase the odds of success. Becoming familiar with the relevant theories and models of branding can help managers make better branding decisions. With the arrival of many interactive communications tools, there are also growing challenges as well as opportunities in the process of branding. This course aims to develop students' understanding of the importance of brand equity as well as how to build, measure, and manage brands over life time.

Learning Outcomes:

After the completion of this course, it is expected that students who will involve themselves in the knowledge base working of the course will get enabled to:

- 1. Examine brand concepts in real-life by articulating the context of and rationale for the application.*
- 2. Describe the process and methods of brand management, including how to establish brand identity and build brand equity.*
- 3. Formulate effective branding strategies for both consumer and business products/services.*
- 4. Conduct a brand audit using both primary and secondary sources and propose strategic recommendations based on the audit results.*
- 5. Compose, assess, and incorporate individual input to produce effective team project output.*

Teaching Learning Methodology:

Experiential Learning Methodology, Lectures Reading Material, Guest Speakers, Industrial/ Corporate Visit, Brand Report Card, Recommended Text, Supplementary Texts, Periodical Watch Exercises/Seminars Documentaries/Movies, Handouts, Case Studies etc.

Group Configurations:

One of the objectives of this course is to encourage and facilitate teamwork. Class will have to make a group of four for projects and research assignments. It is recommended that student will form their own groups. As a general guideline, your group should have members with diverse skill sets including people who are proficient or have aptitude for different subject areas.

Weekly Term Plan

Week	Lecture Topic
01	<i>General overview of the subject. Introduction to Marketing,</i>
02	<i>Introduction to Brands and Brand Management</i>
03	<i>Collaboration Model</i>
04	<i>Identifying and Establishing Brand Positioning and Values.</i>
05	<i>Marketing & Brand Management Division</i>
06	<i>Working Model of Brand Communication.</i>
07	<i>Planning and Implementing Brand Marketing Programs.</i>
08	<i>Mid Term Examination</i>
09	<i>An introduction to Agency-Company Documentary exchange Model</i>
10	<i>Introduction of Millennials and Paradigm shift in Advertising.</i>
11	<i>Integrating marketing communications to build brand equity.</i>
12	<i>Campaign Watch - Presentation on Out of Home Advertising Global.</i>
13	<i>Measuring and Interpreting Brand Performance.</i>
14	<i>Product Placement as Global Advertising Tool.</i>
15	<i>Group Presentations</i>
16	<i>Final Term Examination</i>



Spring Term
Topics in Detail

Lectures	Topics to Cover	Instruments
Week 01.	Introduction and Clarity on misconceived terminologies <ul style="list-style-type: none"> ▪ What are brands ▪ Why do Brands matter ▪ World's Strongest brands 	Introduction to batch – Review Fundamentals
Week 02.	Marketing and Brand Management <ul style="list-style-type: none"> ▪ Concept of Brand Equity ▪ What is Brand DNA ▪ Strategic Brand Management Process 	Brand Identification – Classroom Activity
Week 03.	Customer Based Brand Equity <ul style="list-style-type: none"> ▪ How to make a Brand strong ▪ Sources of Brand Equity ▪ 4 Steps of Brand Building ▪ Implications of Brand Building ▪ Responsibilities of Business. 	Group Activity, Team Assignment
Week 04.	Brand Resonance and Brand Value Chain <ul style="list-style-type: none"> ▪ 4 Steps of brand building ▪ Brand value chain ▪ Putting customers first ▪ Value Stages 	Aurora Subscription – Red Bull Case Discussion
Week 05.	Choosing Brand Elements to build Brand Equity. <ul style="list-style-type: none"> ▪ Criteria for brand Elements ▪ Memorability ▪ Meaningfulness ▪ Likability ▪ Transferability ▪ Adaptability 	Quiz 1 – Team based Market Survey on Brands Analysis
Week 06.	Choosing Brand Elements to build Brand Equity. <ul style="list-style-type: none"> ▪ Options and tactics for brand elements ▪ Brand name ▪ Slogan ▪ Character ▪ Logos and symbols 	Classroom Group Brain Storming Session
Week 07.	Designing Marketing programs to build brand equity <ul style="list-style-type: none"> ▪ New perspective of marketing ▪ Integrated marketing ▪ Character 	Assignment 2 – Hi Tec Case
Week 08.	Designing Marketing programs to build brand equity <ul style="list-style-type: none"> ▪ Product Strategy ▪ Pricing Strategy ▪ Channel Strategy 	Pre-Mid Review
Week 09.	Mid Term Examination	



Spring Term

Lectures	Topics to Cover	Instruments
Week 10.	Integrating marketing communications to build brand equity <ul style="list-style-type: none"> ▪ 4 major marketing communication options ▪ Brand Amplifiers ▪ Developing integrated marketing programs 	Brand Audit – Class Room Activity
Week 11.	Leveraging Secondary Brand Associations to Build Brand Equity <ul style="list-style-type: none"> ▪ Conceptualizing leveraging process ▪ Channels of distribution ▪ Co-branding ▪ Licensing ▪ Celebrity endorsement ▪ Sporting, culture and events 	Annual Aurora Extract – Brain Storming
Week 12.	Developing A Brand Equity Measurement and Management System <ul style="list-style-type: none"> ▪ Brand Inventory ▪ Brand Exploratory ▪ Brand positioning ▪ Brand Tracking ▪ Brand Audit 	Quiz 2/ Guest Speaker
Week 13.	Measuring sources of brand equity: Capturing consumer mindset <ul style="list-style-type: none"> ▪ Qualitative research techniques ▪ Consumer behavior ▪ Quantitative research techniques ▪ Brand Recall ▪ Brand Engagement 	Case – Surrogate Branding
Week 14.	Measuring Outcomes of Brand Equity <ul style="list-style-type: none"> ▪ Comparative methods ▪ Holistic methods ▪ Brand Valuation methodology 	Movie Watch – Product Placement Identification
Week 15.	Designing and implementing brand architecture strategies <ul style="list-style-type: none"> ▪ Define brand potential ▪ The brand product matrix ▪ Brand portfolios ▪ Brand hierarchies 	Final Presentations Preparations
Week 16.	Final Term Examination	

Text & Recommended Readings

1. Strategic Brand Management: Building, Measuring, and Managing Brand Equity by Kevin Lane Keller, Pearson
2. Aurora – Dawn Media Group

Assignment Specification

Microsoft Word for Documentation
Headings Calibri 11pt Bold
Normal Text Calibri 10pt
Header Footer Calibri 8pt
Paragraph Single Line Spacing
First Line Indent 1.0 cm
Page Margins 2 cm from each side



Spring Term

Grading Policy:

Final Grade for this course will be the cumulated result of the following term work with relevant participation according to the quoted percentage.

Sessional	25%	Mid Term	35%	Final Term	40%
Assignments	10 %	Mid Term Exam	25%	Final Exam	30%
Quizzes	10%	Major Report/Work	10%	Case Study/ Project/ Term Paper	10%
Presentations	05%				

Remember subdivision of Mid Term and Final Term Examination should be done only in extreme cases of very essential and major Grading Instruments.

Dishonest Practices & Plagiarism

Any student found responsible for dishonest practice/cheating (e.g. copying the work of others, use of unauthorized material in Grading Instruments) in relation to any piece of Grading Instrument will face penalties like deduction of marks, grade 'F' in the course, or in extreme cases, suspension and rustication from IBIT.

For details consult PU Plagiarism Policy at <http://pu.edu.pk/dpcc/downloads/Plagiarism-Policy.pdf>

Grading System:

Letter Grade	Grade Point	Numbers Equivalence
A	4.00	85 – 100 %
A-	3.70	80 – 84 %
B+	3.30	75 – 79%
B	3.00	70 – 74 %
B-	2.70	65 – 69 %
C+	2.30	61 – 64 %
C	2.00	58 – 60 %
C-	1.70	55 – 57 %
D	1.00	50 – 54 %
F	0.00	Below 50 %
I	Incomplete	*
W	Withdraw	*

Norms to Course:

- ✓ *Submission Date and Time for the term instruments is always **Un-Extendable***
- ✓ *5 Absentees in class will result in forced withdrawal. **(PU Policy)***
- ✓ *Re-sit in Mid and Final Term will cause you a loss of 2 and 3 grade marks respectively. **(PU Policy)***
- ✓ *This is your responsibility to keep track of your position in class evaluation units.*
- ✓ *After the submission date, NO excuse will be entertained.*
- ✓ *Keep a copy of all submitted Grading Instruments.*
- ✓ *Assignment is acceptable only in its Entirety.*
- ✓ *No make up for any assignment and quiz.*
- ✓ *Copied & Shared work will score Zero.*
- ✓ *Assignments are Individual.*

Good Luck
 For the Spring Term